



Updated: January 5, 2012

Classes of Time: Availabilities

Our advertising rates are negotiated and established based on supply and demand. The rates vary within and among each class of time and due to overall market conditions/ advertiser demand at the time the order is placed. As the demand for inventory changes, our rates are adjusted to reflect the demand in our market for each class of our available inventory.

Following is a description of WUSA-TV's classes of time - each of which is represented by a priority code. This also includes the estimated percent likelihood of preemption for each class of time. Important note: Since these estimates do not address specific time periods (as to which likelihood of preemption can vary widely), and do not furnish a reliable basis for future projections, it will be necessary for advertisers to request our current estimates before selecting a particular class of time on the basis of probability of clearance. For certain classes of time, prospects for clearance usually diminish as the election draws closer.

Priority 1 (P-1): Fixed/non-preemptible; will air absent of unforeseen circumstances, technical difficulties or to comply with federal regulations

Priority 2 (P-2): Preemptible with 25% pre-emption probability, with highest makegood priority.

Priority 3 (P-3): Immediately Preemptible with 50% or greater pre-emption probability, lowest makegood priority.

a. Legally qualified federal candidates may purchase time in all classes, subject to availabilities. The base availability is a 30-second commercial (including sponsorship identification). Commercial time is available in other lengths of 10, 15, 60, or 90 seconds subject to inventory formats. Not all programs are formatted to accommodate a :90 spot.

b. Candidates should be aware that, unless a contrary result is demanded by statutory requirements, orders for the purchase of time may not be filled due to lack of availabilities of a particular class of time. In such case, candidates will be offered a different class of time if available. The earlier an order is placed, the greater the scheduling option will be.

c. Requests for non-standard length program time will be considered on an individual basis only. No promotional announcements (aside from a candidate's separately purchased spots) will be scheduled to promote political programs.